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WHAT IS CLAIMED IS:

1 1. In an automated investment advisory
2 system, an investment advisory method for a user desiring
3 an optimized investment portfolio, comprising the steps
4 of:
5 assessing a risk profile of the user;
6 mapping automatically a set of portfolio
7 holdings of the user into a set of asset classes;
8 determining an investment risk
9 classification as a function of the mapped asset classes;
10 comparing the investment risk
11 classification with the user's risk profile; and
12 recommending portfolio changes to
13 correlate the investment risk classification with the
14 user's risk profile.

1 2. An investment advisory method as in claim
2 1, further comprising the step of:
3 receiving a portfolio change order from
4 the user; and
5 executing the portfolio change order
6 received from the user.

1 3. An investment advisory method as in claim
2 1, wherein the method is
3 executed across a distributed computer network.

1 4. An investment advisory method as in claim
2 1, wherein the assessing
3 step includes parsing a questionnaire completed by the
4 user.

1 5. An investment advisory method as in claim
2 1, wherein the assessing

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3 step parses the questionnaire as a function of a time
4 horizon of the user.

1 6. An investment advisory method as in claim
2 1, wherein the mapping
3 step divides the holdings as a function of country
4 association.

1 7. An investment advisory method as in claim
2 1, wherein the determining
3 step automatically chooses the risk classification of the
4 user.

1 8. An investment advisory method as in claim
2 1, wherein the assessing
3 step accepts the risk profile chosen by the user.

1 9. An investment advisory method as in claim
2 1, wherein the assessing
3 step chooses the risk profile of the user.

1 10. An investment advisory method as in
2 claim 2, wherein a financial
3 advisor customizes an implementation of the investment
4 advisory method.

1 11. An investment advisory method as in
2 claim 10, wherein the customized
3 implementation is selected from the group of: method for
4 asset class mapping, method for classifying investment
5 risk, method for correlating asset classes and method
6 for optimizing.

1 12. In a distributed computer network in
2 which a user desiring an optimized

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investment portfolio and having a risk profile accesses a host server, a method for constructing an optimized investment portfolio at the host server comprising the steps of:

accepting from a station across a distributed computer network an investment package; processing the investment package to determine an optimized investment portfolio; and transmitting a populated template representing the optimized investment portfolio to the station across the distributed computer network.

13. A method for constructing an optimized investment portfolio at a host server as in claim 12 wherein the processing step further includes the steps of:

assessing a risk profile from the investment package; determining an investment risk classification from the investment package; and recommending a set of portfolio changes to correlate the investment risk classification with the user's risk profile.

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1 14. In an automated investment advisory system
2 where a user desiring an optimized investment portfolio
3 is presented with a questionnaire, a software component
4 comprising:

5 a risk engine which generates a risk
6 profile of the user using the questionnaire submitted by
7 the user;

8 a database populated with portfolio
9 holdings inputted directly by the user;

10 a portfolio processor which divides the
11 database into distinct asset classes and generates an
12 investment risk of the database; and

13 an optimization engine which generates an
14 output by which the investment risk is correlated with
15 the risk profile.

1 15. A software component as in claim 14,
2 wherein the output
3 includes the optimized investment portfolio.

1 16. A software component as in claim 14,
2 wherein the optimized
3 investment portfolio comprises proposed changes to the
4 user's portfolio holdings.

1 17. A software component as in claim 14,
2 wherein the output estimates a value of the optimized
3 investment portfolio over a plurality of years.

1 18. A software component as in claim 14,
2 wherein the database
3 includes a look-up feature which facilitates populating
4 the database with an accurate representation of the
5 user's portfolio holdings.

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1 19. A software component as in claim 18,
2 wherein the look-up feature is
3 ticker based.

1 20. A software component as in claim 18,
2 wherein the look-up feature is name based.

1 21. A software component as in claim 14,
2 wherein the system is located across a distributed
3 computer network.

1 22. A software component as in claim 14,
2 wherein the asset classes are United States-centric.

1 23. A software component as in claim 14,
2 wherein the asset classes are international.